

Communication Strategy Analysis of the “Conscious Collection” Campaign at H&M Greenwashing

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ABSTRACT

Analysis aim For knowing communication strategies “Conscious Collection” campaign carried out by H&M from greenwashing practices, using the Lasswell Communication Model. The approach method used is qualitative descriptive, focus on analysis campaign through social media, studies literature. The Lasswell framework used includes who, says what, in which channel, to whom, and with what effect understand the communication process in a way comprehensive. Research results show that H&M as communicator succeed build image positive as brand friendly environment through message sustainability in a way convincing. A digital media campaign targeting young, environmentally conscious consumers. However, greenwashing was found, reflecting the inconsistency between the campaign message and the company's operational practices. The conclusion is that the "Conscious Collection" campaign strategy functions not only as a marketing communication tool but also as a method that has the potential to create perceptions that are inconsistent with reality. This analysis contributes to communication studies in understanding the role of campaign strategies in greenwashing practices, encouraging consumers to be more critical in assessing sustainability claims.

Keywords: *strategy communication, campaign, greenwashing, Conscious Collection, sustainability*

INTRODUCTION

Phenomenon the more increasing awareness environment among consumer push Lots companies, especially in the fast fashion industry to can make a communication strategy based on sustainability as something part from image brand company. In the context This is the "Conscious Collection" campaign that has been launched by the company H&M to become One the most famous example from method company in promote its friendly products environment to the public. However, behind the communication strategy has appear criticism related greenwashing practices carried out by companies. Where when condition companies that provide claim sustainability But No fully in accordance with practice in a way operational. Because of this that, research with title " Analysis of communication strategy 'Conscious Collection' campaign on Greenwashing H&M" became important For study how is the communication strategy campaign constructed and represented and how matter the related with greenwashing. On perspective communication marketing according to (Kotler & Keller, 2016) that the campaign strategy own sufficient role important in build image brand and trust from consumer through the message conveyed in a way convincing.

Many studies have been conducted conducted by reviewing about communication strategies sustainability as well as greenwashing phenomenon in the fast fashion industry is one of them is H&M. Research conducted by (Lay, 2024) which has analyze influence "Conscious Collection" campaign towards decision purchase consumers in Indonesia. The results of study This show that greenwashing is not own significant influence to decision purchase consumers, which is caused by low environmental knowledge consumers. Meanwhile according to (Linckens et al., 2024) which has discuss about greenwashing phenomenon in fashion industry seen from perspective Generation Z. Significance from results study This that is lies in the analysis perception generation young, will but Not yet in a way specific discuss about communication strategies campaign certain such as Conscious Collection.

Due to increasing consumer awareness of environmental issues, many fast fashion companies have begun promoting an eco-friendly image. However, the mismatch between environmental marketing claims and operational practices often leads to the phenomenon of greenwashing. This phenomenon is a communication strategy that displays exaggerated and misleading sustainability claims without concrete operational practices. In the fashion industry, the use of terms such as "eco-friendly", "sustainable", and "conscious collection" often lacks clear definition standards, potentially creating ambiguous environmental claims that are difficult for consumers to verify (Down to Earth, 2021). One global fast fashion company claiming a commitment to sustainability is H&M, which launched the "Conscious Collection" campaign, promoting products made from materials considered environmentally friendly, such as organic cotton, recycled polyester, and tencel. This campaign was implemented as a solution for consumers to make "more sustainable choices" when shopping, as conveyed by (Lay, 2024).

investigations have revealed discrepancies between sustainability claims and actual practices. from the Changing Markets Foundation shows that around 96% of claims H&M sustainability assessed No can verified and misleading (Changing Markets Foundation, 2021). According to research (Badhwar et al.2024), products that claim to be "sustainable" contain proportion fiber synthetic tall like material based burning polyester material burn fossils. The study found about 72% of the material in H&M's Conscious collection is material synthetic, which produces microplastics and can make things worse impact to environment. Meanwhile that (Ramaniah , 2019) states that the recycling program repeat clothing promoted by the company get criticism Because No Enough from 1% of clothing collected recycled repeat with Correct become textiles new, on the other hand some big become material industry or waste. The criticism conveyed strengthen suspicion that campaign the is one of the part from greenwashing practices, where communication strategies companies that show image friendly environment without supported by change substantial in practice his business.

Controversy This No only trigger criticism from consumers and the environment organization, but will also cause pressure as well as demands law related claim sustainability is considered misleading. According to (Claire Smith et al., 2022) there is class action lawsuit in New York federal court in the United States accusing H&M of making claim misleading sustainability through claim "profile sustainability" which is assessed No in accordance with actual data. Meanwhile, according to (Rizzi, 2022), in addition to criticism from the organization's environment, practical communication about H&M's sustainability has triggered a reputational crisis and lawsuits. In 2022, a class action lawsuit in the United States accused H&M of providing a "sustainability profile" that provided inaccurate information, such as claims of actual water use reductions that lagged behind existing data.

According to (Karoly O, 2025), several studies have shown a discrepancy between the sustainability message conveyed and the company's operational practices. For example, H&M promotes its "Conscious Collection" as an environmentally friendly product, but the collection only represents a small portion of the company's total production and remains within the framework of the fast fashion business model that encourages mass production and high consumption. Recent analysis shows that the Conscious Collection received a sustainability score of around 58/100, indicating that these efforts are still classified as needing improvement because they have not been able to address the company's environmental impact and global production. This phenomenon indicates a conflict between sustainability communication strategies and the fast fashion business model that is oriented towards production to fast consumption by consumers. According to (Muthmainnah & Fauzanafi, 2019) their research found that H&M's eco-fashion campaign often functions as an image strategy rather than a significant sustainability effort. Thus, a critical analysis of the Conscious Collection campaign communication strategy is quite important to understand how companies build sustainability narratives and maintain fast fashion business practices. The aim is to analyze the "Conscious Collection" campaign strategy carried out by H&M in the context of greenwashing practices, specifically how the sustainability message is constructed, delivered, and received by the public. The novelty of this analysis is critical of the "Conscious Collection" campaign communication strategy as a form of greenwashing in the fast fashion industry, by paying attention to the conflict between the sustainability narrative that has been communicated and the actual business practices of the company.

Heidenstrom, (2024) discusses the green marketing narrative in the fashion industry and finds that sustainability communications often benefit the industry's image rather than its actual environmental impact. This analysis is quite important in uncovering biases in communication narratives, but it is still broad and does not focus on a specific campaign. Meanwhile, research conducted by (Pollach et al. 2025) introduced the concept of paradoxical legitimacy, which explains how a company that is not fully sustainable can still gain legitimacy through strategic communication. This research is influential in explaining the theoretical dimension of greenwashing as a legitimacy strategy, but does not yet explain the overall practice of campaign communication. According to (Xiao, 2025) regarding the H&M case study, it shows that the sustainability claims of the "Conscious Collection" are often incongruent with actual production practices, such as a low percentage of recycled materials and the dominance of synthetic materials. This analysis is considered important because it provides concrete evidence regarding the inconsistency of environmental claims, but focuses more on operational aspects than campaign strategy.

The novelty of the analysis based on the review above is that most of the above studies focus more on consumer behavior, broad analysis of green marketing narratives, and evaluation of company operational practices. Furthermore, there is a limited approach to campaign communication strategies and a lack of specific analysis in the "Conscious Collection" campaign. Therefore, this contribution uses discourse analysis that focuses on campaign strategy and greenwashing. Analyzing how campaign messages are designed, depicted, and interpreted by consumers. Thus, this research analysis can expand previous studies by providing a critical understanding of the "Conscious Collection" campaign strategy in H&M's greenwashing.

This research analysis aims to examine in-depth the communication strategy of the "Conscious Collection" campaign implemented by H&M in the context of greenwashing, using the communication model approach from (Lasswell, 1948). This model is used to gain a structured understanding of the campaign communication process through five main factors: communicator, message, media, audience, and effect. Therefore, can seen in a way details including:

1. Analyzing "who" (communicator)
Recognizing the role of H&M as a communicator in building a sustainable brand image through the "Conscious Collection" campaign, including its branding strategy as an environmentally friendly brand.
2. Analyzing "says what" (message)
Studying the content of campaign messages containing sustainability claims, eco-friendly narratives, and evaluating the potential for greenwashing deviations in these messages.
3. Analyzing "in which channel" (media channel)
Observing the communication media used, such as social media, to disseminate the "Conscious Collection" campaign.
4. Analyzing "two whom" (audience)

Reviewing the target audience for conducting campaigns, especially for consumers who already have a high level of environmental awareness so that the message is received and interpreted by the public.

5. Analyzing "with what effect" (effect)

Evaluate the communication impact of the campaign on public perception, most importantly in shaping the sustainability brand image and the potential for distrust resulting from greenwashing.

The objective of this analysis is to explain the communication strategy of the "Conscious Collection" campaign through a qualitative approach. It also identifies greenwashing based on the discrepancy between the message delivered and actual operational practices. It explains the relationship between communication factors (according to Laswell, 1948) and the formation of public perceptions. It also analyzes the use of campaigns as a recognition of sustainability. The use of the (Laswell, 1948) model in this analysis is relevant because modern marketing communications focus not only on message delivery but also on the effects it has on the public. According to Persakis et al., 2025, sustainability messages are often used to build a positive image, but have the potential to cause greenwashing if they do not align with actual practices. According to (Badhwar et al., 2024) in the fashion industry, greenwashing has become an increasingly diverse phenomenon due to companies promoting environmentally friendly brand images without significant changes in production processes. This demonstrates the importance of detailed communication analysis (such as Laswell's model) to analyze how messages are structured and received. As stated (Promalessy et al., 2024), greenwashing can lead to consumer distrust and influence perceptions of word-of-mouth communication. Based on this, analyzing the communication effects becomes crucial.

This analysis uses a descriptive qualitative approach with the aim of understanding in depth the communication strategy of the "Conscious Collection" campaign that has been carried out by one of the largest companies, namely H&M, and identifying the presence of greenwashing that appears in communication practices. The object of this analysis is the "Conscious Collection" campaign, data collection techniques are carried out through campaign content, social media, and literature studies that aim to explain the meaning behind communication messages with greenwashing practices. As stated by (Sugiyono, 2019) that the qualitative approach aims to be able to understand meaning, not just generalization.

The analysis shows that the H&M company's "Conscious Collection" campaign communication strategy has effectively built a brand image that cares about the environment, but in reality there are quite significant indications of greenwashing. Referring to the analysis used through the communication model (Laswell, 1948), H&M as a communicator positions itself as a sustainable brand. The campaign message emphasizes the use of environmentally friendly materials, recycling, and sustainability. However, the analysis results show that the message has the potential to mislead consumers or greenwashing. The campaign was disseminated through social media because the visuals that strengthen the appeal of the message conveyed also have the opportunity to manipulate information. The target of the "Conscious Collection" campaign is consumers with high environmental awareness, but varying levels of knowledge make the audience unable to criticize sustainability claims. This campaign succeeded in increasing a positive image and consumer interest but also gave rise to distrust from more critical consumers. Overall, the "Conscious Collection" campaign strategy functions as an effective communication tool in building sustainability but also has the potential for greenwashing through messages that do not fully reflect the reality of H&M's practices.

Based on the results of the analysis through a qualitative approach using the communication model (Laswell, 1948), this analysis shows that the communication strategy of the "Conscious Collection" campaign carried out by the H&M company not only functions as a marketing communication tool, but also as one of the processes of establishing sustainability in the public eye. Through several factors: who, says what, in which channel, to whom, and with what effect, it is clear that the campaign was designed to be able to build a positive, environmentally friendly image despite the potential for inconsistencies between the message and the actual practices of the company. The contribution of this analysis is to be able to expand the study of communication and greenwashing by using Laswell's model in the analysis of this sustainability campaign. Many studies discussing greenwashing focus on aspects of consumer behavior or company performance evaluation, but this research analysis focuses on the communication process as a whole. As stated by (Netto et al., 2020), greenwashing is often seen through communication manipulation, not only from operational practices. Therefore, critical communication analysis is one of the keys to explaining the relationship between image, message, and reality in the practice of greenwashing.

LITERATURE REVIEW

Growing public awareness of environmental issues has encouraged companies to adopt sustainable communication strategies in their marketing activities. In the fashion industry, this phenomenon is evident in the increasing use of the concept of green marketing, where marketing strategies emphasize an environmentally friendly image and sustainability as part of a company's brand image. Amidst this growing trend, the phenomenon of greenwashing has emerged, a marketing communication practice that displays sustainability claims without supporting them with significant and transparent environmental impact practices. The phenomenon of greenwashing in the fashion industry has become a global concern because this sector is known for having a significant environmental impact. Textile and clothing production has generated significant waste and driven fast communication patterns as a consequence of the existence of the fast fashion business model. In response, many global fashion companies have developed sustainability campaigns as part of their branding and communication strategies. One example that has garnered significant public attention is the "Conscious Collection" campaign launched by global fast fashion company H&M. This campaign was carried out to promote a clothing collection that uses more sustainable materials such as organic cotton, recycled polyester, and tencel. Through the campaign, the company seeks to build an environmentally friendly brand image and encourage consumers to engage in responsible fashion consumption. However, much criticism has emerged as a consequence of the lack of clarity and transparency of the sustainability claims used in the campaign.

Sustainability issues in the fashion industry have become crucial due to growing global awareness of the environmental impacts of fast fashion practices. The industry, known as a sector that contributes significantly to environmental damage, has prompted companies to implement greenwashing-based communication strategies. H&M, through its "Conscious Collection" campaign, strives to build an image as an environmentally conscious brand. The emergence of the greenwashing phenomenon, where communication practices manipulate sustainability claims to attract consumers, has become relevant to examine, as it can mislead the public and hinder true sustainability. In the fashion industry, greenwashing practices can damage consumer trust and hinder overall sustainability efforts. On the other hand, pressure from stakeholders has encouraged companies to build a positive image through communication, despite the potential for misleading (Santos et al., 2023).

According to (Lay, 2024) who has studied the "Conscious Collection" campaign at the H&M company on consumer purchasing decisions in Indonesia, which resulted in greenwashing not having a significant influence on purchasing decisions due to low environmental knowledge from consumers. Significance indicates that the campaign's effectiveness remains high even though it has indications of greenwashing. Meanwhile, research from (Linckens et al., 2024) which discusses Generation Z's perception of greenwashing in the fashion industry, found that many sustainability campaigns are symbolic and do not reflect real practices. Significance that reveals the gap between communication and reality, this study does not focus on one specific campaign such as "Conscious Collection".

Green marketing narratives in the fashion industry tend to favor corporate image over environmental concerns (Heidenstrom, 2024). This study explains strategically constructed communication narratives that are macro in nature and have not yet comprehensively analyzed communication factors. In contrast, (Pollach et al., 2025) introduced the concept of paradoxical legitimacy, where companies that are not fully sustainable still gain legitimacy through strategic communication. The significance of this study lies in explaining the theoretical dimensions of greenwashing as a legitimacy strategy, although it does not fully explain campaign communication practices. A case study of H&M by (Xiao, 2025) has shown that sustainability claims such as the "Conscious Collection" are often out of balance with actual production practices, such as the low percentage of recycled materials and synthetic materials. Empirical evidence provides evidence of the heterogeneity of environmental claims, but focuses on operational aspects rather than campaign communication strategies. Badhwar et al. (2024) examines green marketing practices and greenwashing in the textile and fashion industry and how companies can use communication strategies to build a sustainable image. The significance shows that communication can play an important role in shaping perceptions of the environment, but does not use Lasswell's classical communication model.

Table 1: Differences with study previously

Researcher/Year	Research Focus	Research Differences
Santos et al. (2023)	Greenwashing and corporate legitimacy	This research analysis focuses on the communication of the “Conscious Collection” campaign.
Lay (2024)	The influence of campaigns on purchasing decisions	Analyzing the meaning and strategy of communication
Lickens et al. (2024)	Gen Z's perception of greenwashing	Specific to campaign communications
Heidenstrom (2024)	The green marketing narrative of the fashion industry	This analysis is micro about a specific campaign.
Pollach et al., (2025)	Greenwashing as corporate legitimacy	Examining the communication process as a whole
Xiao (2025)	Greenwashing practices in fashion companies	Focus on communication strategy
Badhwar et al. (2024)	Green marketing and greenwashing of the fashion industry	This analysis uses the Lasswell communication model

Source : Author's Work

Communication Strategy in “Conscious Collection” Campaign

H&M has launched the “Conscious Collection” as a sustainability strategy company For promote use material friendly environment in production clothing. However, the campaign the get criticism from various parties, such as results investigations that have been carried out by the authorities protection consumers who find that information conveyed in “Conscious Collection” marketing does not give clear explanation about benefit environment from product said. Some party claim sustainability the too general and not there is transparent data about material composition or impact current to environment from marketed products. This fact can strengthen criticism that campaign H&M's sustainability may be more functioning as a communication strategy brand compared to with change sufficient production significant. Assessment independent to the sustainability of the “Conscious Collection” shows moderate results.

Regarding greenwashing in the fashion industry has been show that significant developments specifically impact on consumers, image company, as well as practice marketing. With however, still there is a number of factors that have not been reviewed more deep as well as need more attention continue. The lack of communication process - based analysis Where part big focus on the impact (effect) not on the communication process in a way comprehensive (who, says what, in which channel). The majority from study on is focused on behavior consumers, using method approach quantitative and conceptual whereas its limitations that is communication strategy analysis campaign in a way comprehensive, using the communication model (Lasswell, 1948) as framework in analyze also the approach qualitative in a way in-depth on the message. Based on the gap that has been presented so analysis study with title

"communication strategy analysis 'Conscious Collection' campaign on H&M greenwashing" important because: using approach qualitative For can describe meaning as well as design message. Applying communication models from one of figure classic namely (Lasswell, 1948) for can analyzing who (H&M as communicator), says what (message as sustainability), in which channel (campaign media used), to whom (target consumers), with what effect (perception from greenwashing). Focus on communication "Conscious Collection" campaign as well connect between campaign strategies with greenwashing relationship.

The concept of greenwashing

Greenwashing is one practice communication marketing that can misleading consumer Because use method display image friendly environment without existence support from practice true sustainability. Usually practice This done with use ambiguous term like "friendly" environment ", "natural", or "sustainable" without existence clear explanation about impact current to environment from product According to (Badhwar et al., 2024), the practice of greenwashing appears through product labels, campaigns marketing, or report sustainability from company. Research that has been done about marketing green and greenwashing shows that use claim friendly less conducive environment transparent can cause misinformation for consumer as well as reduce trust public to initiative sustainability company. Some study find a number of brand fashion fast own level claim sustainability that has not been Enough verified. Research the find around 96% of claims sustainability in brands fashion No own proof strong For support existence claim The "Conscious Collection" campaign by H&M.

Based on research (Lay., 2024) that campaign marketing green through "Conscious Collection" no own influence significant to decision purchase consumer, level literacy environment consumers who can influence perception to claim sustainability delivered company. Analysis This focuses on the concept of greenwashing in the fashion industry, such as How company use term sustainability in communication marketing or How claim the can influence perception consumer to brand. However however, still there is Lots limitations in analysis specific analysis of campaign strategies sustainability in relation with greenwashing in "Conscious Collection" campaign by H&M. Analysis This make an effort For research How the "Conscious Collection" campaign strategy is communicated by the H&M company in build image brand sustainability. In addition, the novelty from analysis This is focus on communication strategy campaign sustainability in the context of greenwashing, in particular research How message sustainability can produced, delivered, and potentially influence perception public to fast fashion brands.

Analysis study This expected give contribution as well as understanding of the study communication regarding communication strategies campaign, in particular For understand How message sustainability designed and potential become something tool legitimacy through practice greenwashing. Based on review library above, then can concluded that the greenwashing phenomenon in the fashion industry is something an increasingly pressing issue diverse as well as relevant, with increasing the use of green marketing strategies by the H&M company. Many study has show that company can utilise communication sustainability For build image brand positive in the eyes consumer although No always supported by the existence of practice consistent operational performance (Badhwar et al., 2024; Netto et al., 2020). Literature review show that Not yet Lots research that uses the communication model (Lasswell, 1948) to analyze the greenwashing phenomenon comprehensive. Approach used previously dominated by methods quantitative until not enough dig meaning, and narrative message in campaign sustainability this. The gap in study This including: analysis not enough in-depth on the communication process campaign in greenwashing practices, lack of in using communication models from Lasswell, limited in approach qualitative in convey meaning message sustainability, as well as not enough focus on the "Conscious Collection" campaign. From the gap that has been mentioned so analysis study This aim For fill in gap with analyzing the "Conscious Collection" campaign strategy that has been carried out by the company big H&M with use approach Qualitative and using Lasswell model framework. Analysis study This expected capable For can give understanding about message sustainability is conveyed, interpreted as well as matter that's what's potential become greenwashing practices. Thus, this analysis not only contributes to the development of communication theory but also has practical implications for increasing transparency and accountability in corporate communications.

METHODOLOGY

This analysis was conducted using a qualitative approach with a descriptive method to analyze the sustainability campaign communication strategy implemented by the global fast fashion company, H&M, through the "Conscious Collection" campaign. The qualitative approach was chosen because the analysis aims to gain a deeper understanding of the campaign and communication strategies related to the issue of greenwashing in the fashion industry. According to (John W. Creswell, 2018), a qualitative study is an approach used to explore and understand the meaning of a social phenomenon through the interpretation of data in the form of texts, documents, or experiences from participants. This approach allows the author to analyze communication messages, as well as campaign strategies that have been used by the company to build a sustainable image. Meanwhile, the author uses a descriptive approach to describe the phenomenon being studied without manipulating the research variables. According to (Sugiyono, 2019), descriptive research aims to explain conditions or phenomena that occur factually and accurately based on data in the field.

Analysis the underlying phenomenon is increasing greenwashing practices in the fashion industry. Greenwashing is a communication strategy marketing that displays image friendly environment For increase trust consumers, even though practice sustainability company No fully in accordance with claims submitted to public. The "Conscious Collection" campaign by the H&M company has be one of from Lots interesting phenomenon attention public. The "Conscious Collection" campaign was promoted as one of the collection clothes that use ingredients sustainable such as organic cotton, polyester recycling repeat, and tencil. A number of Regulatory and media investigations found that information about benefit environment from collection the No explained in a way transparent to consumers. Investigations conducted by the Authority Consumer Norway state that claim sustainability used in marketing of "Conscious Collection" has the potential misleading consumer Because campaign the No explain in a way clear about benefit environment from every product. Phenomenon This show that campaign sustainability No only related with practice production, but also the communication strategies used company in form perception consumers. The communication model relevant to this research is the communication model (Harold D. Laswell, 1948), which explains the communication process through five questions, including:

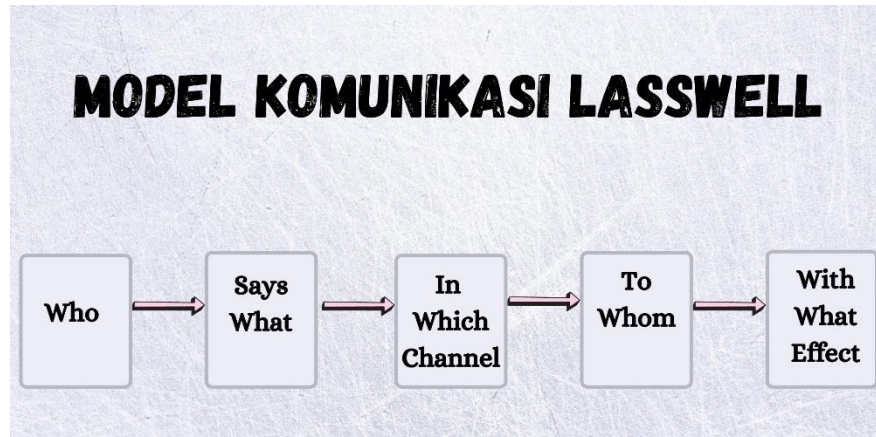


Figure 1: Lasswell's Communication Model

Source: (Lasswell, H. D. 1948). The structure and function of communication in society. In L. Bryson (Ed.), The communication of ideas. Harper & Row

Analysis of the "Conscious Collection" campaign conducted by the global fast fashion company, H&M, this Laswell model can be used to analyze the campaign communication strategy used in building a sustainable image.

- Who (the communicator) is involved in this analysis? The communicator is H&M, a global fast fashion brand that plays a key role in communicating sustainability campaigns to the public. As a fast fashion company, H&M, through its "Conscious Collection" campaign, can build an image as an environmentally conscious brand.
- The main message conveyed in the "Conscious Collection" campaign is the use of environmentally friendly materials such as organic cotton, recycled polyester, and others. The message is designed to demonstrate that the products have a lower environmental impact than other fashion products. In this analysis, the message is analyzed

from the perspective of greenwashing, namely that sustainability claims conveyed in marketing communications do not reflect actual production practices.

- In the “Conscious Collection” campaign, H&M uses various communication media to demonstrate an integrated communication strategy that aims to reach consumers widely and build a sustainable brand image.
- The “Conscious Collection” campaign’s target audience is fashion consumers, particularly younger generations who care about environmental sustainability. Changing consumer behavior toward eco-friendly products has prompted fashion companies to adapt their communication strategies to stay relevant to market trends.
- The expected impact of the “Conscious Collection” campaign is to create a perception that H&M is a brand committed to sustainability and environmental friendliness. This impact is expected to improve brand image and encourage consumer purchasing decisions. However, if not supported by transparent and sustainable production practices, the resulting communication could generate public criticism and create perceptions of greenwashing.

Through Lasswell’s communication model, the author can help explain how the communication strategy of the “Conscious Collection” campaign built by the H&M company can be carried out through a communication process involving communicators, messages, communication channels, audiences, and communication effects. Based on this model, it can be analyzed how the sustainability message in the “Conscious Collection” campaign and how the message can influence consumer perceptions of sustainability issues and greenwashing in the fast fashion industry.

DISCUSSION

The fast fashion industry is facing increasing global pressure big so that must adopt practice business sustainable. Awareness consumer to issue environment has push Lots fashion company for develop a communication strategy that demonstrates sustainability brand products being marketed. One of these communication strategies can seen in the “Conscious Collection” campaign launched by global fast fashion company H&M as effort For build image friendly brand environment. The “Conscious Collection” campaign is promoted as one of the collection clothes that use ingredients sustainable such as organic cotton, polyester recycling repeat, and so on. Because in communication marketing, collection company positioned as one of the alternative for consumers who want shop with responsible manner answer to environment. According to (Kotler & Keller, 2016), this strategy in line with draft marketing green, namely approach marketing that emphasizes friendly environment on the product or brand For can increase image company in the eyes consumers.

Based on results analysis in a way qualitative with using communication models from (Lasswell, 1948), the “Conscious Collection” campaign strategy that has done by one of company big namely H&M can understood as a structured and important communication process in build image sustainability. The communication model (Lasswell, 1948) can allows to describe communication campaign in a way comprehensive through five factors main namely who, says what, in which channel, to whom, and with what effect as can be seen in the picture following:

LASSWELL COMMUNICATION MODEL

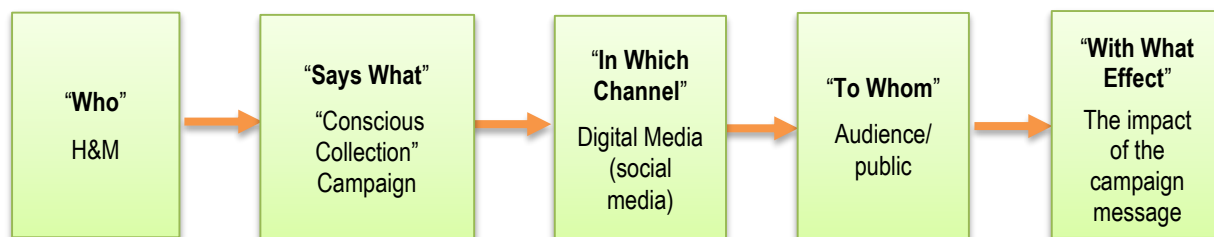


Figure 2: Application of Lasswell's Communication Model

Source: (Lasswell, H. D. 1948). The structure and function of communication in society. In L. Bryson (Ed.), the communication of Ideas. Harper & Row

In the aspect of "who" namely communicator, that H&M as one of the company big that can utilise trust and strength brand For play a role as actor main concern to environment as well as own strength as well as global legitimacy. This is in line with findings from (Santos et al., 2023) that companies often use sustainability communication as a reputation strategy. The "says what" aspect is message, that the "Conscious Collection" campaign has show claim like draft recycling reuse and use environmentally friendly materials environment. However, the literature show that claim This often nature ambiguous and has potential misleading If No supported by real practice. According to (Persakis et al., 2025) which confirms that greenwashing is practice delivery claim excessive environment or No accurate in communication marketing. Based on literature according to (Netto et al., 2020; Badhwar et al., 2024) states that green marketing messages often nature selective and symbolic until own potential to lead to greenwashing. The message is designed more display side positive without existence expression the entire production process, up to create gap between description as well as reality. The aspect of "in which channel" is channel, that campaign has Lots disseminated through digital media, one of them namely social media. Where this digital media own visual characteristics that are capable of strengthen in persuade the message conveyed. As has been explained in green marketing studies, in using digital media can also allows distribution beautiful message But No transparent (Badhwar et al., 2024). Channel communication own role important in strengthen message sustainability simultaneously with That can open opportunity For manipulate in a way symbolic. While according to (Savic et al., 2024) which shows that greenwashing often disseminated through communication strategies modern marketing that has a digital media base.

In the "to whom" aspect, namely audience, that campaign This can target consumer generation young people who have own awareness environment. that limitations knowledge environment that creates part consumer difficult differentiate between claim sustainability and those that are greenwashing (Badhwar et al., 2024). In line with opinion from (Promalessya et al., 2024) that level knowledge different environments can cause public No always capable Can differentiate between beautiful claim and greenwashing. This shows that the effectiveness of a message is highly dependent on the character of the public. The last aspect namely "with what effect" namely effect, shows existence effect double. That is successful campaign increase image positive and power pull brand as well as interest consumers on the product. On the other hand, there appears distrust from more consumers critical of claims sustainability. This is has supported by research from (Promalessy et al., 2024) that greenwashing can lower trust as well as trigger perception negative on the company. In general as a whole, through communication models from Lasswell that greenwashing practices are not only lies in the content message (says what) will but on the entire communication process that has been carried out involving communicator, media, audience as well as effects that have been produced. Through approach qualitative analysis This succeed reveal that the "Conscious Collection" campaign strategy is form communication that has potential can create pseudo reality about sustainability.

Analysis This focus on campaign communication strategy sustainability that has been carried out by the company fashion fast global, namely H&M through "Conscious Collection" campaign. Communication strategy related with greenwashing issues in the industry fashion that causes phenomenon This become Enough important For analyzed Because the more increasing awareness consumer to issue said, the more company can integrate sustainability in its communication strategy. However, criticism appear related with claim transparency sustainability that has been used in campaign the phenomenon This related with possibility greenwashing practices, where communication strategies marketing that displays image friendly environment without existence support from practice significant sustainability. Greenwashing occurs If company use communication environment in a way strategic For build reputation sustainability without do change real in practice business being run. Example criticism to "Conscious Collection" campaign appears from consumer regulator investigation Norway which assesses that claim sustainability used in marketing collection the No accompanied by with clear information about impact to environment. Regulators assess that use term such as "sustainable" or "conscious" giving impression to consumer that product the own impact low environment compared to with product others, although information the No explained in a way details in material marketing. Analysis other reports indicate existence mismatch between narrative sustainability in "Conscious Collection" campaign with composition material marketed products. Analysis product in "Conscious Collection" found that part large amount of material used Still in the form of fiber synthetic which has impact significant to environment in the production process. This is show that collection the Not yet fully reflect transformation production going to practice fashion sustainable.

Based on communication strategy perspective, the “Conscious Collection” campaign can be analyzed with using communication models. According to (Harold D. Lasswell, 1948), this is a communication model that can explain the communication process through five factors: who says what, through which channel, to whom, and with what effect. If it is associated with the context of the H&M campaign, these factors can be explained as follows:

- Who (communicator): H&M Company as a global fast fashion brand.
- What it means (message): a sustainability message that emphasizes the use of environmentally friendly materials and fashion consumption.
- Through which channels (communication channels): digital campaigns, social media, fashion advertising, and in-store promotions.
- To whom (audience): global fashion consumers who are increasingly concerned about environmental sustainability issues.
- What is the impact: building a sustainable brand image and increasing consumer purchasing interest.

Through Lasswell's model, we can see that the "Conscious Collection" campaign's communication strategy was designed to create the perception that the company is committed to sustainability. However, if the message conveyed is not fully supported by actual production practices, then the communication strategy has the potential to create a gap between the constructed image and the reality of the company's operations. This phenomenon can also be explained through the concept of greenwashing, which states that companies use environmental claims as a reputation strategy to respond to pressure from consumers and regulators. In the fast fashion industry, this pressure arises as a consequence of criticism of the environmental impact of large-scale clothing production. The fashion industry is also one of the sectors with a significant environmental impact, including carbon emissions, high water consumption, and textile waste. In response to this situation, many fashion companies are trying to build a sustainable image through marketing communication strategies, including product campaigns that carry sustainability labels.

From a marketing communications perspective, the “Conscious Collection” campaign can be understood as one of the company's efforts to respond to changing consumer preferences for environmental concerns. Kotler and Keller (2016) even state that companies often use differentiated products to highlight social and environmental aspects to build competitive advantage. The “Conscious Collection” campaign serves not only as a product marketing strategy but also as a corporate communications strategy. Therefore, the discrepancy between the campaign's sustainability message and actual production practices can lead to public criticism, reinforcing the perception of greenwashing within the company. It can be concluded that the H&M company's “Conscious Collection” campaign communication strategy demonstrates how fast fashion companies use narrative continuity in marketing communications to build an environmentally friendly brand image. Critics of sustainability claims point to the importance of transparency and consistency between message communication and the company's business practices, so that the “Conscious Collection” sustainability campaign is not considered a greenwashing practice.

CONCLUSION AND RECOMMENDATION

The results of the analysis entitled "Analysis of the 'Conscious Collection' Campaign Communication Strategy on H&M Greenwashing" show that the "Conscious Collection" campaign communication strategy that has been carried out by the H&M company has effectively built an image as an environmentally friendly and sustainable brand with messages conveyed through digital media. However, on the other hand, there are accusations of greenwashing due to the inconsistency between sustainability claims and the company's actual operational practices and is not supported by transparent information. Based on the communication model proposed by (Lasswell, 1948), the entire communication process starting from the communicator, message, channel, audience/public, to the resulting effects has a role in shaping public perception. So that the campaign not only functions as a promotional tool but also as a means that has the potential to mislead consumers.

Based on the presentation of the analysis results that have been presented, there are recommendations, namely that the campaign communication strategy carried out should not only focus on brand image but also describe more real operational practices to avoid accusations of greenwashing practices. The use of digital media can be accompanied by

providing education to consumers rather than just persuasion visually. Furthermore, further development of the analysis by combining the Lasswell model with critical theory and semiotics, to understand more deeply about the study of symbolic meaning in the "Conscious Collection" campaign. Consumers should increase their environmental and media knowledge to be able to evaluate sustainability claims more critically.

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